

The prior art relied upon by the examiner does not address the foregoing issues in any way. The prior art merely relates to passing general demographic information over the internet. The general demographic information in no way relates to the individual computer user. Thus, the prior art cited by the examiner does not show or suggest the limitations of the present invention.

Independent claim 1 is amended to define the step of "associating said computer operator with demographic information characterizing said computer operator". As stated above, the prior art cited by the examiner relates to general demographic data. The general demographic data in no way "characteriz[es] the computer operator", as claimed.

Independent claim 1 also recites the step of "passing said demographic hyperlink transfer request to said end-user computer to allow said end-user computer to redirect said demographic hyperlink transfer request to the remote computer specified by said remote site destination address". The prior art cited by the examiner passes general demographic information to an end-user computer. This general information does not characterize the computer operator. Furthermore, the prior art cited by the examiner does not show or suggest the operation of "redirect[ing] said demographic hyperlink transfer request to the remote computer specified by said remote site destination address".

In view of the foregoing amendments and remarks, it is respectfully submitted that independent claim 1 is in a condition for allowance. Claims 2-6 are dependent upon claim 1 and therefore should also be in a condition for allowance. The dependent claims define additional subject matter that is not shown or suggested in the prior art of record. For example, dependent claim 6 recites the step of "creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information". The prior art cited by the examiner in no way suggests such an operation. As indicated above, the prior art cited by the examiner relates to general demographic information, thus it cannot be used to "creat[e] a demographic-tailored reply to said hyperlink transfer request based upon said demographic information".

The remaining claims of record include limitations of the type discussed above. Thus, for the reasons set forth above, they too should be in a condition for allowance.

In view of the foregoing amendments and remarks it is respectfully submitted that the application is now in a condition for allowance. Should the Examiner believe that a telephone interview would help advance the prosecution of this case, the Examiner is requested to contact the undersigned attorney.

If there are any fees or credits due in connection with the filing of this Amendment, including any fees required for an Extension of Time under 37 C.F.R. Section 1.136, authorization is given to charge any necessary fees to our Deposit Account No. 06-1300 (Order No. A-62536/WSG).

Respectfully submitted,

FLEHR HOHBACH TEST
ALBRITTON & HERBERT LLP



By:

William S. Galliani
Registration No. 33,885

4 Embarcadero Center, Suite 3400
San Francisco, CA 94111-4187
(415) 494-8700